

**FINANCIAL SERVICES SEBAGAI ALTERNATIF PEMBIAYAAN  
SEKTOR BISNIS DI ERA KRISIS GLOBAL**

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***ABSTRACT***

*Global crisis has significant effect on economic condition of state in the world. These phenomenon cause several company collaps and many of them need capital added for survive. In these case, bank as financial institution is to rigid for give a loan to accommodate business sector because they have to keep a good liquidity for their healty. Therefore, financial service is needed as alternative source to help business sector to get capital added. It is believe that financial service is different from bank, easy procedure and non-assurance as the ones of advantage from that institution.*

*Keywords : financial service, business sector.*